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PARENTS SPEAK UP NATIONAL CAMPAIGN

CAMPAIGN OBJECTIVE

To encourage parents to talk to their children about waiting to have sex so they'll have a better chance at a happy, successful future.

TARGET AUDIENCE

All parents, caretakers, guardians of pre-teen and young teenage children.

DID YOU KNOW?

- The U.S. has the highest teen pregnancy rate in the industrialized world.
- A full 66% of sexually active teens wish they had waited.
- Research shows that teen sex can deflate self-esteem, erode optimism and spoil the quality of intimate relationships.
- Teens themselves say that abstaining from sexual activity would help them be more successful.
- 9 out of 10 teens say it would be easier to wait to have sex if they could talk with their parents about it.

CAMPAIGN MATERIALS

For more information about Parents Speak Up, please visit 4parents.gov

- TV Commercials
 - Lengths :60 :30 :15
 - Versions: General Audience, African American, Hispanic (in English and in Spanish)
- Radio Commercials
 - Lengths :60 :30
 - Versions: General Audience, African American, Native American, Hispanic (in English and in Spanish)
- Print Ads
 - Two executions for each audience
 - Versions: General Audience, African American, Hispanic, Native American

To review all of the campaign materials, please visit 4parents.gov/PSA

FOR MORE INFORMATION PLEASE CONTACT:

U.S. Department of Health and Human Services
Office of the Assistant Secretary of Health
200 Independence Avenue, S.W.
Washington, D.C. 20201

OR Rosenberg Communications
451 Hungerford Drive, Ste. 510
Rockville, MD 20850
Contact: Jeff Rosenberg
Phone: 301-545-1141
Fax: 301-545-1143

TO ORDER ADDITIONAL CAMPAIGN MATERIALS, PLEASE CONTACT:

Noral Group International • 2233 Wisconsin Avenue, N.W. Ste. 535 • Washington, D.C. 20007
Contact: Allison Witt Phone: 202-778-4544 • Fax: 202-778-4546

